

Figure 2

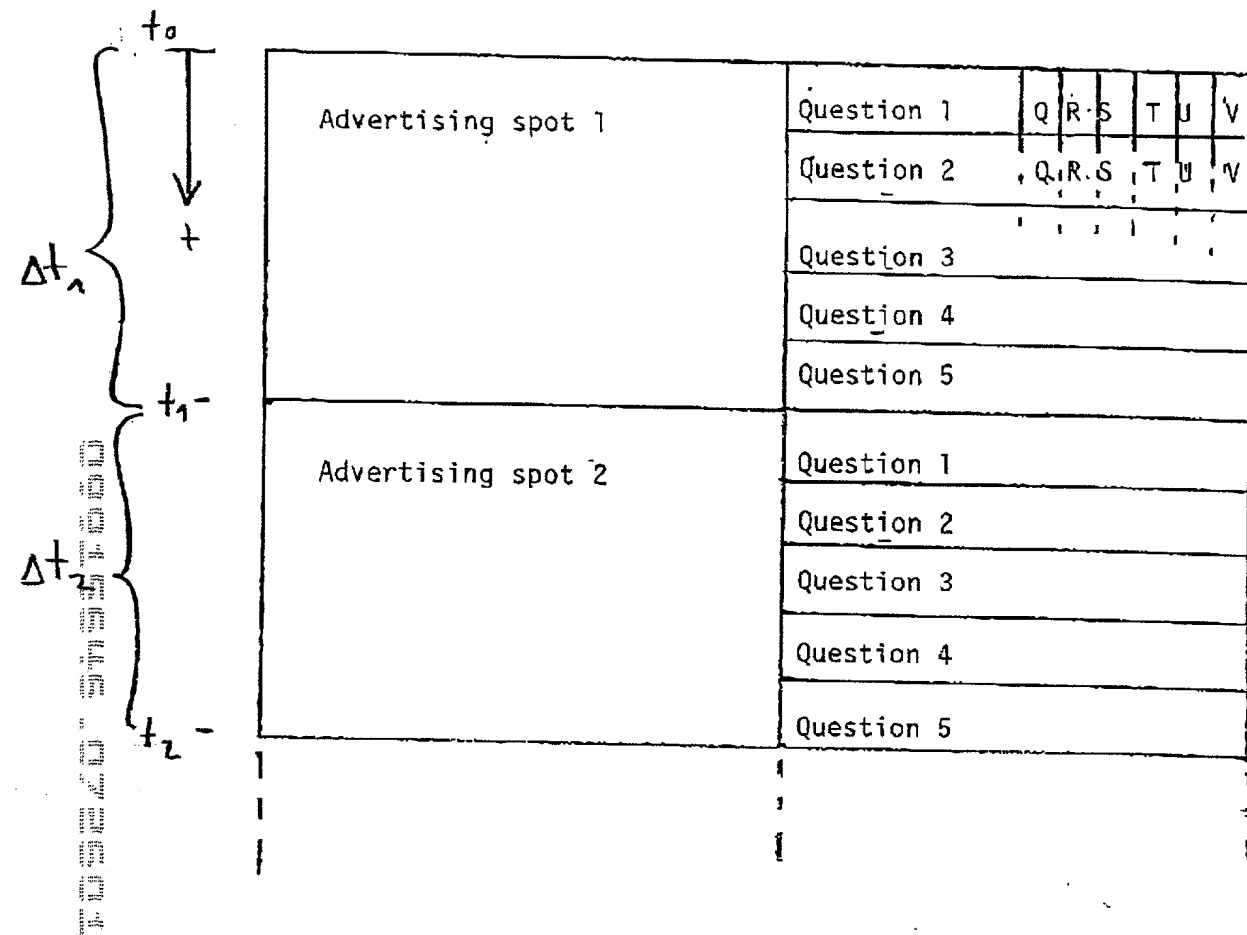


Figure 3

User A

	Q	R	S	T	U	V
Question 1	0	1	0	0	0	0
Question 2	0	0	1	0	0	0

Figure 4a

	Q	R	S	T	U	V
Question 1	15,000	41,000	28,000	8,000	6,000	2,000
Question 2	8,000	23,000	31,000	21,000	12,000	5,000

Figure 4b

User B

	Q	R	S	T	U	V
Question 1	0	0	1	0	0	0
Question 2	1	0	0	0	0	0
...						
...						
...						

25

Figure 4c

User D

	Q	R	S	T	U	V
Question 1	0	0	0	0	1	0
Question 2	0	0	0	1	0	0
...						
...						
...						

26

Figure 4d

	Frequency	
User A -- Question - answer - combination A	45	
User B -- Question - answer - combination B	32	
User C -- Question - answer - combination C	17	
• •	• •	

27 ↗

Figure 4e

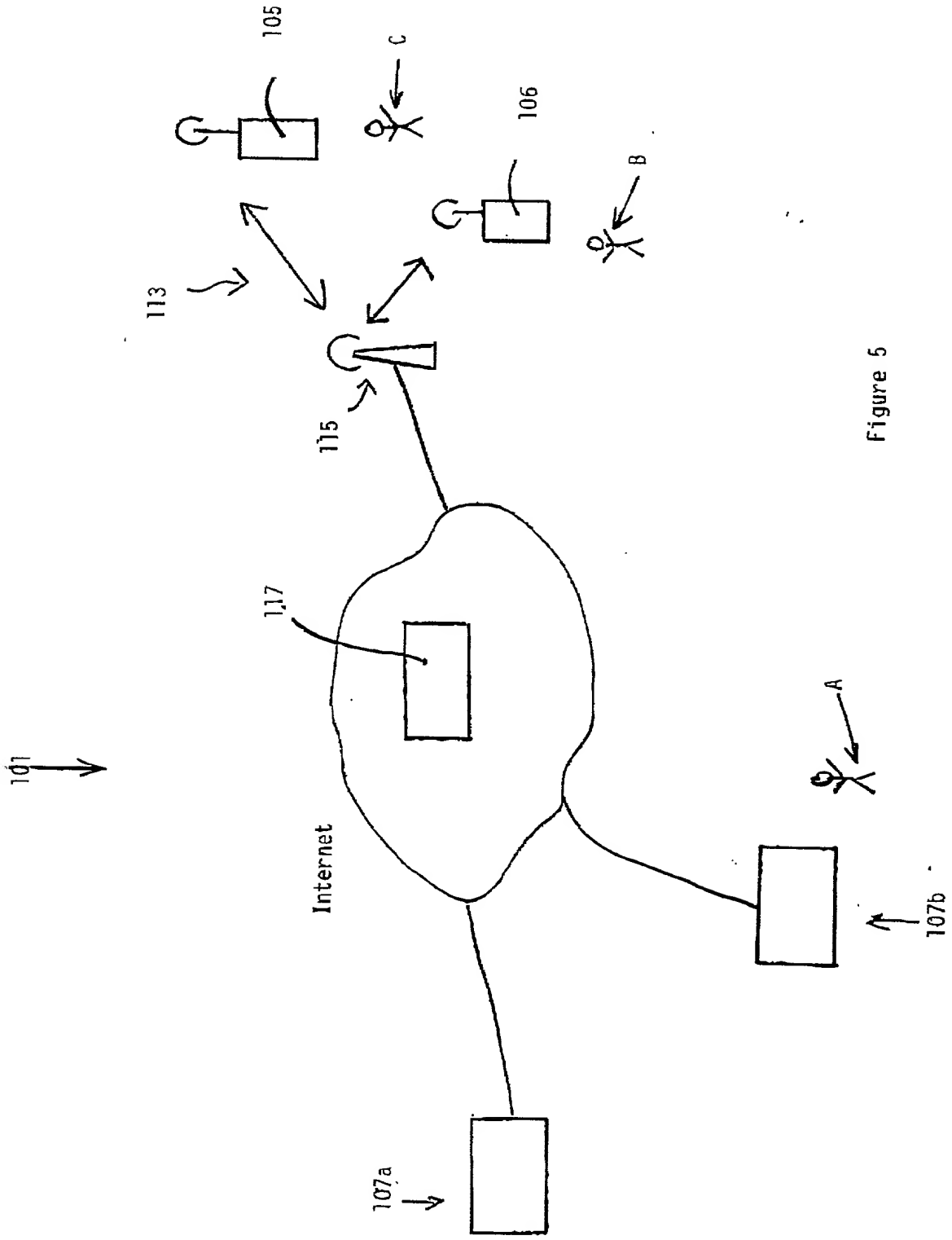


Figure 5



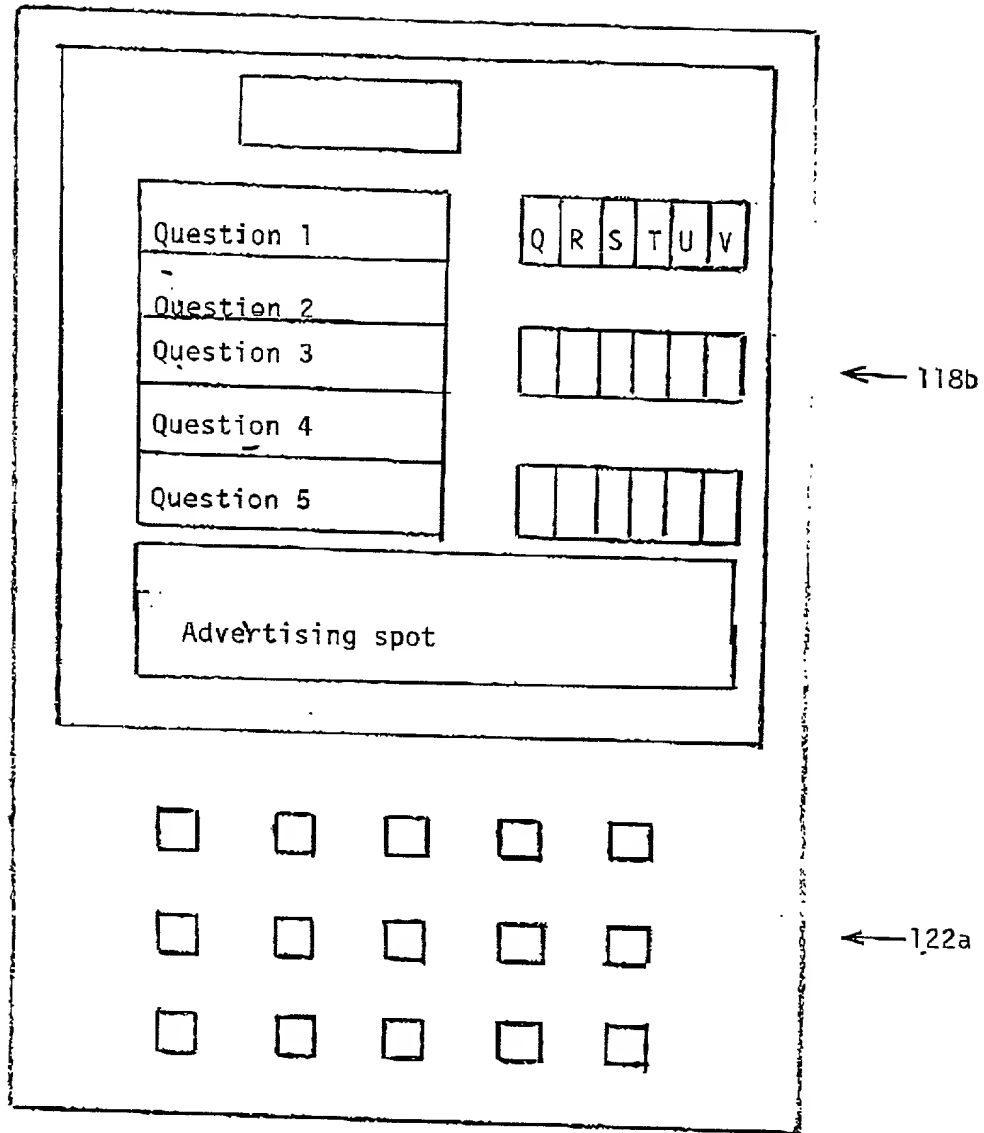


Figure 6a

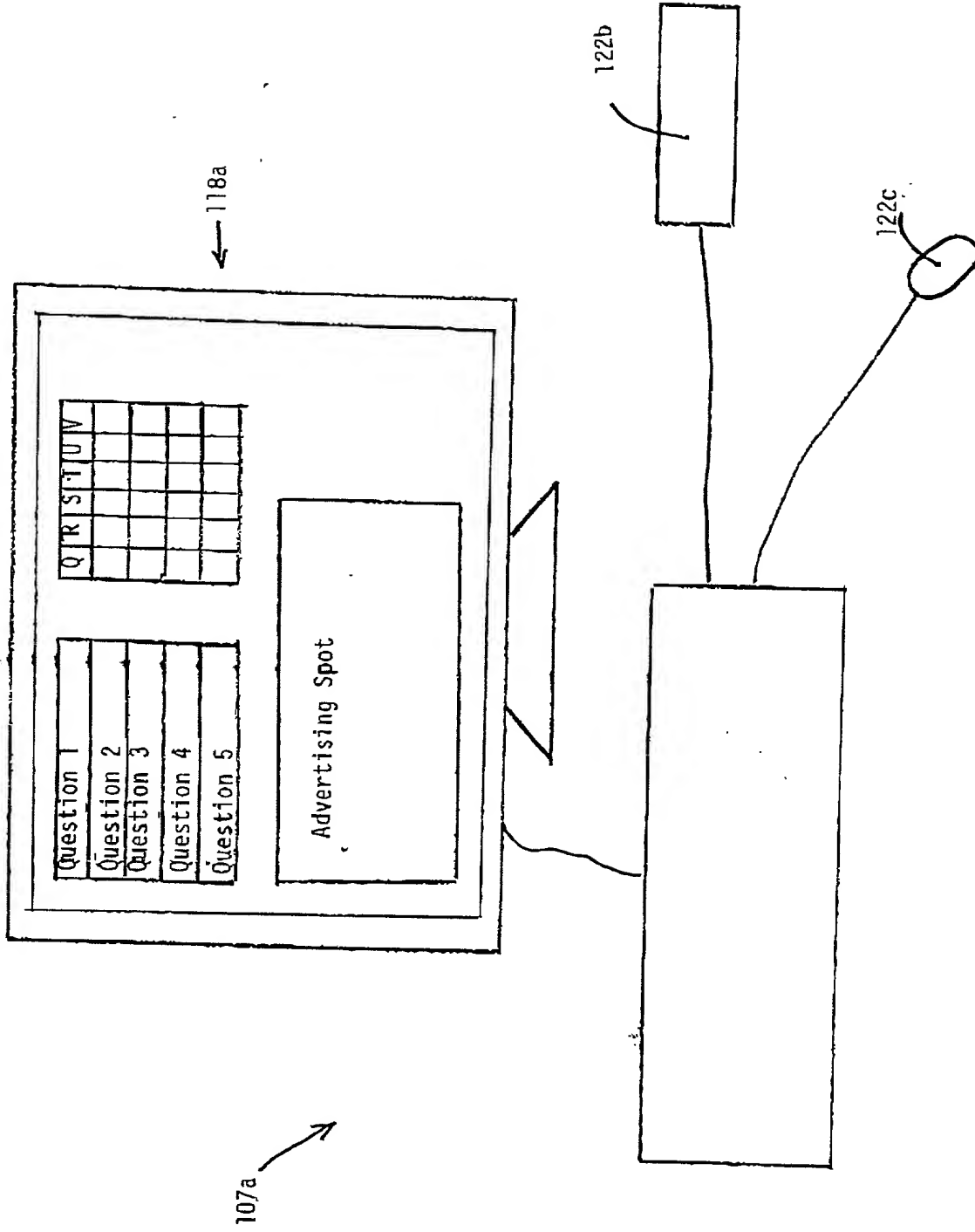


Figure 6b



Advertising spot 1	Question 1	Q	R	S	T	U	V
	Question 2	:	:	:	:	:	:
	Question 3						
	Question 4						
	Question 5						
Advertising spot 2							

Figure 7

User A

	Q	R	S	T	U	V
Question 1	0	1	0	0	0	0
Question 2	0	0	1	0	0	0

123

Figure 8a

	Q	R	S	T	U	V
Question 1	15,000	41,000	28,000	8,000	5,000	2,000
Question 2	8,000	23,000	31,000	21,000	12,000	5,000

Figure 8b

User B

	Q	R	S	T	U	V
Question 1	0	0	1	0	0	0
Question 2	1	0	0	0	0	0
...						
...						
...						

←125

Figure 8c

User C

	Q	R	S	T	U	V
Question 1	0	0	0	0	1	0
Question 2	0	0	0	1	0	0
...						
...						
...						

←125

Figure 8d

